



EVO19

The Premier Conference for Dynamic Leadership Westin Convention Center, Pittsburgh, PA | 2-3 August 2019

Changing times demand an *Evolution of You*™. The dynamics of Leadership are shifting constantly – to stay ahead of the curve, your business skill set must evolve as well. EVO is a one-of-a-kind conference featuring insightful and inspiring keynotes, dynamic panel discussions and immersive sessions to help you advance your career while effecting change in your organization.

IEEE-USA's two-day flagship event will challenge you to think differently while embracing innovation and creativity. You'll develop valuable new relationships and share insights with industry peers, all while expanding your knowledge on the journey to becoming a more effective leader.

The exciting EVO19 lineup and session schedule, with themes revolving around EVOlead, EVOinspire, EVOcareer and EVOskills. EVO19 will focus on learning and networking – but we haven't forgotten the fun as well with an opening night Riverboat Cruise planned for Friday and an EVO3k FunRun scheduled for Saturday morning.

Take your career to the next level and invest in yourself. Sign up now to attend IEEE-USA's EVO 2019, 2-3 August 2019!



CONTACT

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evoconference.org



evo19 - THE EVOLUTION OF YOU

When: Friday, 2 August - Saturday, 3 August
Where: Westin Convention Center - Pittsburgh, PA
Up to 13 PDHs (1.3 CEUs) available

Friday, 2 August

EVOcareer

Career Expo

9:00 AM - 1:00 PM

Branding Yourself

9:00 AM to 10:00 AM

Sreekar Gadde

Government Relations

10:00 AM - 12:00 PM

Russ Harrison, Brendan Godfrey

Drone Workshop

8:00 AM - 12:00 PM

Vince Socci

** Limited space available*

Diversity and Inclusion

10:00 AM - 11:00 AM

EVOinspire

1:00 PM

Opening Keynote

Bran Ferren, Applied Minds

2:00 PM

Keynote:

How to Become an Exceptional Leader: Invest Your Time in What Matters

Mark Busine & Katy Campbell, DDI

2:50 PM

Break

EVOskills

EVOlead

3:00 PM

Coffee and Why - An Interactive Q&A on life choices, career progression, and personal development

Maxim Jago, Maxin Limited & GameFace Labs

Jacky Wu, Driven Brands

4:00 PM

Soft Skills That Have an Immediate Impact on Careers

Deidre Diamond, CyberSN

Transformational Culture Change

James Finlay, Adobe

Evening Activities

6:00 PM - 8:00 PM

Gateway Clipper Riverboat Cruise & Networking

10:00 PM - 11:00 PM

EVO Madness - Networking, Trivia, Fun

Saturday, 3 August

7:00 AM - 7:30 AM **EVO 3k Fun Run**

7:30 AM - 9:00 AM Breakfast

EVOinspire

9:00 AM **Day 2 Opening Keynote**

10:00 AM **Keynote: The Power of Influence**
Caroline Stokes, FORWARD

10:45 AM Break

11:00 AM **Panel: Future Workforce**
Moderator: Maxim Jago,- Maxim LTD
Panelists: Amy Peck - Endeavor VR, Ed Mason - CoreLIVE, Danny Isserles - TEMI USA

12:00 PM Lunch

1:30 PM **Fireside Chat with Sonita Lontoh, HP**

2:15 PM Break

EVOskills

EVOlead

2:30 PM	Everything You Know about Innovation is Wrong Amy Peck, EndeavorVR	To Be Determined
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3:20 PM Break

3:30 PM	Big Data Analytics, Artificial Intelligence(AI), and Leadership David Pope, SAS	Embracing Change Frank Szczerba, Google
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EVOinspire

4:30 PM **Keynote: Closing Presentation**
Myles Kovacs, DUB Magazine

5:30 PM **Adjourn**

KEYNOTE SPEAKERS

Bran Ferren

Co-Founder and Chief Creative Officer, Applied Minds

One of Fast Company's "100 Most Creative People in Business," Bran Ferren is a master of the arts and sciences. Equal parts artist/designer and scientist/engineer, he is an expert on leveraging curiosity and creativity to inspire innovation. His 2014 TED Talk entitled "To create for the ages, let's combine art and engineering" has been translated into 24 languages and viewed a million times.



Bran is co-founder, co-chairman and Chief Creative Officer of Applied Minds, a company that for 15 years has provided advanced technology, creative design, and consulting services to both government and commercial clients.

Previous to Applied Minds, Bran held various leadership positions, including president of Walt Disney Imagineering R&D, Disney's creative design and engineering division. In his role as president, he advised the CEO and senior leadership on emerging technology opportunities and led the development of critical innovations for divisions such as ABC Television. Prior to that, Bran was president of Associates & Ferren, a company acquired by Disney.

Bran is a prolific inventor, named on over 550 domestic and foreign patent applications and more than 220 issued patents. He developed numerous successful technologies, designs, experiences, and innovations used in consumer products, theme parks, television, and film, arena concerts, buildings, aerospace, command centers, exhibits, and motor vehicles.

He has led many special purpose vehicle (and containerized) design and fabrication programs, for both government and commercial customers. These have been used for applications as diverse as film and video production, oilfield and geological exploration, anthropology, Rock & Roll touring, trade show exhibits, expedition vehicles, remote fabrication, security, lighting, and even transporting the Bill of Rights while on a 50-state national tour.

His latest vehicle project, the KiraVan, has been featured in Wired Magazine, international publications and is on hundreds of websites. His recent design for the Genworth R70i Aging Experience has also been receiving major international media coverage, and also appears extensively on the web.

Bran is also an Oscar nominee and Academy Award winner for Science and Technical Achievement, whose work has appeared in films such as *Altered States* and *Little Shop of Horrors*. Major theater credits include award-winning special effects, lighting, and sound design for Broadway shows including *Evita*, *Cats*, and *the Lion King*. Bran has pioneered technologies for music legends ranging from Emerson, Lake & Palmer, R.E.M. and Depeche Mode to Pink Floyd, David Bowie, and Paul McCartney.

At Applied Minds, past and present clients include Northrop Grumman, Lockheed Martin, General Motors, Sony, Herman Miller, Intel Corporation, Air Force Research Lab, L-3 Communications, Genworth Financial, the Smithsonian, and the Library of Congress. Bran has been a senior advisory board member or consultant for science, advanced technology, and innovation to over a dozen U.S. government and military agencies and the U.S. Senate.

Mark Busine

Global Practice Lead - Leadership, Development Dimensions International (DDI)

As Global Practice Lead – Leadership, Mark Busine leads DDI’s thought leadership practice globally. Drawing on more than 16 years with DDI and over 30 years working in talent and leadership, Mark is an expert on a broad range of leadership and talent management practices as they relate to the international marketplace, Mark provides business relevant counsel to a diverse range of both multinational and regional organizations identifying needs and proposing solutions primarily in the areas of talent acquisition, leadership development, and succession management.



He is also involved in conducting research to support the effectiveness of DDI interventions and has authored a number of publications, spoken at numerous conferences around Australia and is frequently quoted in trade and business media. He continues to advise on appropriate human resource and talent management strategies, and assists in the development and implementation of large-scale leadership initiative. Mark also provides coaching and feedback to senior executives regarding their personal and developmental goals.

Katy Campbell

Senior Consultant, Development Dimensions International (DDI)

For over 20 years, Katy Campbell has been passionate about helping organizations around the world select, develop, and retain the very best talent. Katy’s client experience is broad and varied—from creating business-relevant leadership training to designing hiring systems that ensure that her clients make objective, data-driven hiring decisions.



Katy holds a master’s degree in Technical and Scientific Communication from Bowling Green State University and lives in Moon Twp., Pennsylvania.

Caroline Stokes, CEC, PCC

Founder, FORWARD

Caroline Stokes is a human capital entrepreneur and author of *Elephants Before Unicorns* (Entrepreneur Press, out Sept 2019). As an executive headhunter, certified executive coach, and certified EQ.2.0 practitioner, Caroline helps culture-first innovation leaders prepare their teams for the AI revolution. Caroline has spoken at World Bank (Washington DC), CPHR (Vancouver, Canada) and SHRM (Cleveland, US) on the need for talent to develop emotional intelligence and resilience in the face of technological advancements.



After a career at Sony, Virgin, and Nokia, Caroline founded FORWARD, which holds the distinction of being the first executive search and coaching firm to incorporate executive coaching. In addition, FORWARD provides training to talent seeking new career pathways and/or leadership development, plus coaching for the first 100 days for all talent placements.

In addition, Caroline is course curator and podcast host of The Emotionally Intelligent Recruiter, a training and learning platform which helps recruiters adapt their emotional intelligence and leadership abilities in the AI age.

Caroline Stokes is a sought after speaker for CPHR Canada, SHRM and leadership development events including Recruiting Trends, ERE and the Academy of Interactive Arts and Sciences.

Caroline has talent and culture development columns in Forbes, Huffington Post, Thrive Global, Venturebeat, LinkedIn and The Undercover Recruiter and she has been quoted by the New York Post, DICE, Fast Company, TechRepublic, Business News Daily, Monster, Recruiting Daily and ER

Sonita Lontoh

Global Head & Vice President of Marketing of HP Inc.'s 3D Print & Digital Manufacturing

Sonita Lontoh is the Global Head & Vice President of Marketing of HP Inc.'s 3D Print & Digital Manufacturing. She came to HP from Siemens, the global industrial conglomerate, where she focused on enabling Industrial IoT and Digital Transformation. Sonita has more than 18 years of experience at the intersection of new technology, business models and policy, both at venture-backed Silicon Valley start-ups and Fortune 100 global companies.



Outside of work, Sonita is passionate about advancing more women in technology and in increasing global cross-collaborations in technology between the U.S. and emerging countries. She has been invited by the White House to speak at former President Barack Obama's Global Innovation Summit and to attend an event honoring AAPI Women Champions of Change. In 2017, Sonita was inducted into the U.S. National Asian American Hall of Fame and MIT listed her as one of its Notable Women Alumni.

Myles Kovacs

President/Co-Founder, DUB Magazine

Myles Kovacs, 45, is a multi-million-dollar entrepreneur with a custom auto business he built from the ground up.

Myles has fought adversity since childhood; he grew up in a rough East Los Angeles neighborhood with no hope of ever escaping. By his senior year, Myles got kicked out of high school and had no idea what to do with his life. He found a job delivering car rims and learned every aspect of the business. At 24, Myles started a publication called Dub Magazine about his original passion of customized cars. Dub Magazine helped Myles segue into the urban car scene and he began designing custom built cars for high profile celebrities, millionaires and professional athletes, making millions of dollars in profits. After starting his company with just \$10,000, he made \$20 million in annual revenue by 2005. His biggest passion is motocross.



Myles Kovacs was picked by Newsweek Magazine as one of the Top 10 Big Thinkers for Big Business in the 21st Century.

FEATURED SPEAKERS

In alphabetical order

Deidre Diamond

**Founder & CEO, CyberSN - The Cybersecurity Job Network
& Founder, Brainbabe**

Combining her 21 years of experience working in technology and staffing, her love for the cyber security community, and a genuine enthusiasm for people; Deidre created Cyber Security Network (<http://www.cybersn.com>), a company transforming the way Cyber Security Professionals approach job searches. CyberSN.com removes the frustration from job-hunting, and aids in interpersonal connections and education.



James Finlay

Sr. Product Marketing Manager, Retention & Engagement, Adobe

James is responsible for worldwide student engagement and retention for education business. Working with one of the best teams in the world, he helps young creatives share their vision and perspective with their communities and beyond. James advocates for Higher Education students and teachers within the Adobe ecosystem and brings incredible new products and creative tools to users worldwide.



Sreekar Gadde

Executive Director, BlueTree Allied Angels

At BlueTree, Sreekar leverages his background in engineering, law, and business to drive positive returns for investors by selecting the best potential investment opportunities as well as mentoring companies in which they invest. What differentiates him from others in this industry is his ability to help companies develop comprehensive IP strategies – to identify what differentiates them from their competition and determine what forms of IP provide them the best strategic value to protect that differentiation.

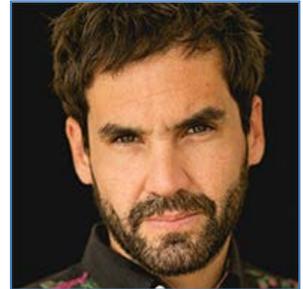


Prior to joining BlueTree, Sreekar worked as an IP litigator and IP prosecutor at two top law firms, Ropes and Gray and Sterne Kessler, as well as Assistance Chief IP Counsel for Dynamics, Inc. He was also a validation engineer and team lead for Intel's microprocessor design business unit.

Danny Isserles

CEO, Temi USA Inc.

In 1986, Danny's dad bought him his first XT DOS operated computer. He tore it apart and reassembled it, not laying down the screwdrivers until he discovered it had the game "Digger" installed. Ever since he has been attached to the latest tech, with a strong affiliation to video, photography, and sound as a filmmaker and content creator. A few years ago, he crossed paths with **Temi** at its very first stages and has been focused ever since on giving birth to the world's first personal robotic assistant that works and has value to its users.



Maxim Jago

CEO, Maxim Limited; Chief Futurist, GameFace Labs; Managing Director, 123 Training; CIO, FilmDoo; Filmmaker & Screenwriter

Maxim Jago is a regular speaker at film festivals and media technology conferences, including Cannes, Sundance, Raindance, NAB, IBC, Adobe Max and BVE.

Maxim consults as a futurist for several media technology companies, describing future technologies, social change, the use of media technology for storytelling, and future social paradigms. He is CIO for FilmDoo, the online film distribution company, and is as a director he's developing four feature film projects, including several VR elements.

He is an Adobe Master Trainer and the author of the official Adobe Premiere Pro Classroom in a Book (used by film schools all over the world), an Avid Certified Instructor and EDIUS Master Trainer. He creates official training tutorials Avid Media Composer and Adobe Premiere Pro, and writes the official classroom book for Grass Valley EDIUS – he has created over 1,800 video tutorials describing post-production workflows.

Maxim is Chief Futurist at GameFace Labs, developing next-generation VR experiences. He lives mostly in the air but officially calls London, England home.



Ed Mason

CEO, Core.Live & GameFace Labs

Ed is an entrepreneur focusing on emerging technologies, creator of the world's first wireless VR headset and presently building the world's first mobile supercomputer. Ed has previously worked with the British Ministry of Defense and the Bermuda Government, introducing cutting edge tech into various fields.



Amy Peck

Founder & CEO, EndeavorVR

Amy Peck is the founder & CEO of EndeavorVR, a leading global VR/AR (XR) strategy & consulting firm. Amy is a recognized thought-leader in the space and speaks globally on the future of XR. She is a venture partner at the Capital Region AR/VR Accelerator, holds several Advisory Board roles and Co-chairs the VRARA Enterprise Committee.



Amy's passion for this technology began at Leap Motion where she launched the Enterprise division working with clients across every major vertical including healthcare, entertainment, retail, hospitality, education, and government.

It became clear that there was a need to help foster XR development in the commercial arena and more importantly, shepherd these critical early wins. EndeavorVR was conceived for this very purpose.

Her own personal mission is to see XR fundamentally improve every aspect of our lives with the goal of making this technology accessible and transformative for everyone.

David Pope

SAS US Energy - Technical Leader, Sr Manager Pre-sales, Author

David is an expert with data and analytics and he leads a team that enables customers to gain value from implementing analytics in the Utilities and Oil & Gas industries. He earned a BS in Industry Engineering and a Computer Programming Certificate from North Carolina State University. David has over 27 years of business experience working with SAS across R&D, IT, Sales and Marketing in the Americas and Europe. He holds 13 patents for SAS and has published a book entitled: Big Data Analytics with SAS. He has presented on big data analytics at several conferences including SAS Global Forum, IBM's Information on Demand, EMC World, CTO Summit Conferences, and the American Institute of Chemical Engineers (AIChE) Spring Meeting, and provided a keynote the NSF sponsored Smart Grid Edge Analytics Workshop.



Vince Socci

Real-time Test Business Development Manager, National Instruments & IEEE AESS UAV/UAS Technical Panel Chair

Vince Socci is a real-time test business development manager at National Instruments. He provides business and technical support for customers in vehicle platform hardware-in-the-loop applications. With over 25 years of experience in aerospace, automotive, power electronics, and medical systems, he has engineering systems in the most complex applications. His specialized areas of interest are embedded controls, real-time test, and systems engineering. He holds a BS in electrical engineering, MS in electrical engineering and MBA in technology management. Socci has served on the IEEE Board of Directors, and governing boards of several IEEE societies, SAE, and PMI. He is a certified PMP.



Frank Szczerba

Site Reliability Engineering Manager, Fleet Capacity SRE – Google

Frank is a Site Reliability Engineering Manager at Google in Pittsburgh, where he leads Fleet Capacity SRE, providing compute resource management for the Google fleet. Previously he managed SRE teams supporting Payments and Shopping.



Before joining Google in 2013, Frank was a Principal Engineer at Dataram, founder of Stonecraft Software, CTO at AppMobi, and a lead engineer at Wasabi Systems, Nomadio, and InfiniCon Systems, where he led the development of some of the world's first production InfiniBand switches.

Frank attended Drexel University, where he graduated Summa Cum Laude with a bachelor's in Electrical and Computer Engineering, and pursued an MSEE at Villanova University before getting distracted with building real-world solutions.

Jacky Wu

Executive Vice President and Chief Financial Officer, Driven Brands

Jacky Wu is responsible for all financial planning forecasting, budgeting, reporting, valuations, pricing, treasury, investor relations, and information technology functions. He also has oversight of long-term financial strategy, capital investment program, and capital markets. Prior to Driven Brands, Jacky was EVP and CFO of Xura, Inc (formerly Converse, Inc.). There he led efforts to stabilize the company's financials and significantly improve shareholder return through a series of strategic initiatives which included outsourcing non-strategic functions to Tech Mahindra, sale of non-core billing assets to Amdocs Limited, and acquisition of synergistic telecom messaging software company Acision. These efforts led to the sale of the company in a take-private transaction to Siris Capital Group at a stock price 50% higher than when he joined the company only 17 months later. Prior to Xura, Jacky spent five years at American Tower Corporation where he was Vice President of Finance and mergers and Acquisitions. During his tenure, American Tower more than doubled its global and domestic asset portfolios, successfully converted to a Real Estate Investment Trust (REIT), and strategically partnered with its major customers to long term contracts that helped the company achieve consistent double-digit top line growth. Jacky has more than 15 years in the Telecommunications Industry, beginning his career at Verizon Communications.



There he held roles of increasing scope and responsibility, most recently as Director and Chief Financial Officer of Verizon Digital Services In. In that role, he helped expand Verizon's FiOS footprint to more than 18 million homes nationwide, while forming a new \$1.5b segment focused on optimizing content delivery.

Jacky graduated Summa cum laude, Phi Beta Kappa and with Departmental Honors with both a Master of Business Administration as well as a Bachelor of Science in Economics from Tulane University. Jacky was also the recipient of DiversityMBA magazine's "Top 100 Executive Leaders under 50" in 2012.



PATRONAGE OPPORTUNITIES

Your company can help shape the future of tech by supporting IEEE-USA's flagship leadership conference, EVO19! We offer a range of patronage opportunities starting at just \$1500, all of which include VIP conference passes and a booth at both our main event and career expo.

EVO19 is a fantastic way to challenge and empower leaders, and continue the evolution of the technology workforce. For more information, visit: <https://evoconference.org/patron>

PATRON LEVEL	CAREER EXPO	SILVER	GOLD	PLATINUM	DIAMOND
PRICE	\$500	\$1,500	\$3,000	\$5,000	\$10,000
Forum Career Expo Booth, 8/2 9am - 12pm <i>(includes up to 4 representatives)</i>	✓	✓	✓	✓	✓
Website Logo and Link <i>(under appropriate sponsor category)</i>	✓	✓	✓	✓	✓
Advertisement in Forum Program	-	1/4 Page	1/2 Page	Full Page	Full Page
Forum Attendee Passes	-	2	3	4	9
Forum Bag Insert	-	✓	✓	✓	✓
Snack Break Patron with acknowledgement and Logo Signage	-	-	✓	✓	✓
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Optional Presentation Opportunity During Forum	-	-	-	✓	✓

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